

Lead with Love

Mural Project

Community Foundation's mission is to elevate philanthropy and giving across the community, help people become more effective in their giving, provide leadership on key issues and support nonprofit organizations in achieving excellence.

Business for the Arts of Broward is a nonprofit organization that educates the business community about the importance of Broward County's art and cultural community and engages them in building connections between cultural vitality, creative success, and economic development.





Cey Adams

https://en.wikipedia.org/wiki/Cey_Adams



Clients include Apple, Google, Mattel, Levi's, Foot Locker, Converse, YouTube, Bacardi, Pabst Blue Ribbon, Dave Chapelle, Adidas, the Smithsonian and more.



2015, Omaha, Nebraska "Jazz & Art Center"

Lead with Love

- ▶ To instill a sense of pride and ownership by all residents for Broward to be a place they **love** to call home and a destination people **love** to visit
- ▶ Goal of 9 murals throughout Broward county
- ▶ 2-3 murals painted a year over four years





2019 Minnesota's first mural festival



Brooklyn, NY



Brooklyn, NY



Levi's event, Wynwood, Miami, FL



2017, Urban Art Park, Beantown, Boston



2016, Eastern Market, Detroit, MI



Jackson Antique Mall, Jackson, MI



New Bedford, MASS



Levi's 150th Anniversary



2017, Boston, MASS



Mattel, "Love Van", 2022



Valentine's Day, 2024, Fort Lauderdale, FL





Broward Mural Locations

2024

Hof's House of Sweets, Fort Lauderdale | February

City of Plantation, Kingsley Park, Sunrise Blvd. | September

2025

*City of Dania Beach, Dania Maria | January

*City of Pompano Beach, Ali Cultural Arts Theater | February

*Huizenga Park, Fort Lauderdale | Fall

2026- 2 Murals

2027- 2 Murals

**Anticipated schedule, pending contracts*



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City Participation Opportunities

- ▶ \$10,000 Minimum city commitment for an *average size wall
- ▶ Provide a suitable wall for a Love mural
- ▶ City will approve the final design before execution
- ▶ Sign a contract to secure spot with deposit

All sponsors will be recognized in press releases, website, mural wall plaque and at ribbon cutting and have the opportunity to participate in paint live day with Cey Adams.

** Example: Wall size approximately 18 ft x 60 ft or similar.*

Project budget is \$50,000-\$60,000 for that size.

Larger projects may require additional commitment.



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Business Sponsorship Opportunities

- ▶ \$50,000- one time donation (sponsor one mural) or multi-year project support all 8 murals x \$6,250 each = \$50,000
- ▶ \$40,000- one time donation (sponsor one mural) or multi-year project support all 8 murals x \$5,000 each = \$40,000
- ▶ \$32,000- one time donation or multi-year project (support all 8 murals) x \$4,000 each = \$32,000
- ▶ \$24,000- multi-year project support 8 murals x \$3,000 each = \$24,000
- ▶ \$10,000- one time donation, (listed on two murals) or two-year \$5,000 per year pledge
- ▶ \$5,000- one time donation (listed on one mural)

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